

Amendments to the Claims

A complete listing of the claims follows. Please amend claims 1, 13, 14, and 23 as indicated below.

1. (Amended) A computer-based method for completing a form presented to a user in a computer application program, the form requesting information about the user, the method comprising the steps of:

(a) identifying a form presented to a user in a computer application program, the form requesting information about the user;

(b) receiving a magnetic stripe card comprising card information;

(c) generating a unique identifier based on the card information;

(d) associating the unique identifier with the user;

(e) obtaining previously stored user information based on the identifier;

(f) matching elements of user information with elements of information about the user requested in the form; and

(g) completing the form request for information with the matching elements of user information.

2. (Originally Filed) The method of claim 1, wherein the steps are performed in response to a single user action, the single user action comprising directing a magnetic stripe card through a magnetic stripe reader.

3. (Originally Filed) The method of claim 1, wherein the form is identified by parsing the HTML code of a web page

4. (Originally Filed) The method of claim 1, wherein the magnetic stripe card is received by a reader comprising a magnetic stripe card reader and an RFID token reader.

5. (Originally Filed) The method of claim 1 wherein the unique identifier is generated by providing the card information as input to a one-way function.

6. (Originally Filed) The method of claim 5 wherein the unique identifier is generated by combining elements of card information, and providing the combined card information as input to a one-way function.

7. (Originally Filed) The method of claim 1 wherein the user information is at least a portion of a user profile obtained from a server accessible via the internet.

8. (Originally Filed) The method of claim 1 wherein the user information is obtained from a local database.

9. (Originally Filed) The method of claim 1 wherein elements of user information are matched with elements of information about the user requested in the form by using a field mapping script.

10. (Originally Filed) The method of claim 1 wherein step (g) comprises completing the request for information with at least one element of card information and with matching elements of user information.

11. (Originally Filed) The method of claim 1 wherein elements of user information are matched with elements of information about the user requested in the form by matching form field names with elements of user information.

12. (Originally Filed) The method of claim 1 wherein:
step (a) further comprises identifying a form in a web page downloaded from a merchant web server presented to a user in a web browser;
step (b) further comprises associating by an information server separate from the merchant web server the unique identifier with the user;
step (d) further comprises obtaining by the merchant web server directly from the information server user information based on the identifier; and
step (g) further comprises completing by the merchant web server the form request by matching elements of user information with the requested information.

13. (Amended) A computer-based method for completing a form presented to a user in a computer application program, the form requesting information about the user, the method comprising the steps of:

- (a) identifying a form presented to a user in a computer application program, the form requesting information about the user;
- (b) receiving a magnetic stripe card comprising a unique identifier;
- (c) associating the unique identifier with the user;
- (d) obtaining previously stored user information based on the identifier;
- (e) matching elements of user information with elements of information about the user requested in the form; and
- (f) completing the form request for information with the matching elements of user information.

14. (Amended) A computer-based method for completing a form presented to a user in a computer application program, the form requesting information about the user, the method comprising the steps of:

- (a) identifying a form presented to a user in a computer application program, the form requesting information about the user;
- (b) receiving an RFID tag comprising a unique identifier;
- (c) associating the identifier with the user;
- (d) obtaining previously stored user information based on the identifier;
- (e) matching elements of user information with elements of information about the user requested in the form; and
- (f) completing the form request for information with the matching elements of user information.

15. (Originally Filed) The method of claim 14 wherein the steps are performed in response to a single user action, the single user action comprising providing a RFID token to a reader.

16. (Originally Filed) The method of claim 14 wherein the form is identified by parsing the HTML code of a web page.

17. (Originally Filed) The method of claim 14 wherein the magnetic stripe card is received by a reader comprising a magnetic stripe card reader and an RFID token reader.

18. (Originally Filed) The method of claim 14 wherein the user information is at least a portion of a user profile obtained from a server accessible via the internet.

19. (Originally Filed) The method of claim 14 wherein the user information is obtained from a local database.

20. (Originally Filed) The method of claim 14 wherein elements of user information are matched with elements of information about the user requested in the form by using a field mapping script.

21. (Originally Filed) The method of claim 14 wherein elements of user information are matched with elements of information about the user requested in the form by matching form field names with elements of user information.

22. (Originally Filed) The method of claim 14 wherein:
step (a) further comprises identifying a form in a web page downloaded from a merchant web server presented to a user in a web browser;

step (c) further comprises associating by an information server separate from the merchant web server the unique identifier with the user;

step (d) further comprises obtaining by the merchant web server directly from the information server user information based on the identifier; and

step (e) further comprises matching by the merchant web server elements of user information with elements of information about the user requested in the form

step (f) further comprises completing by the merchant web server the form request for information without user completion of the form.

23. (Amended) A system for completing a form presented to a user in a computer application program, the form requesting information about the user, the system comprising:

- a display for displaying a form presented to a user of a computer application program, the form requesting information about the user;
- a token reader for receiving a token presented by the user ~~customer~~, the token comprising ~~at least one token of a magnetic stripe card and~~ or an RFID tag, the token comprising an identifier;
- a dispatch module for associating the identifier with the user, obtaining previously stored user information based on the identifier, matching elements of user information with elements of information about the user requested in the form, and completing the form request for information with the matching elements of user information.